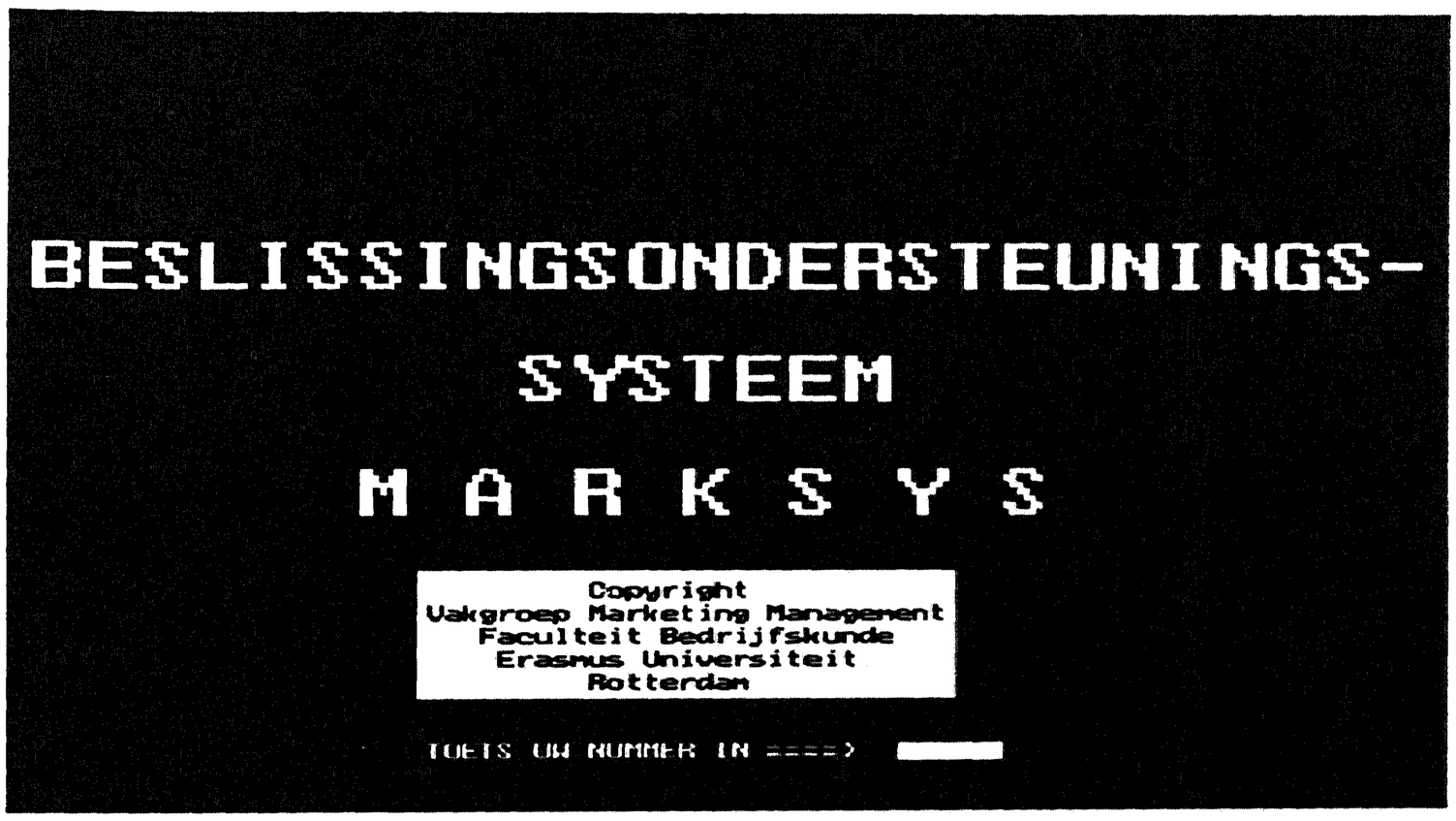
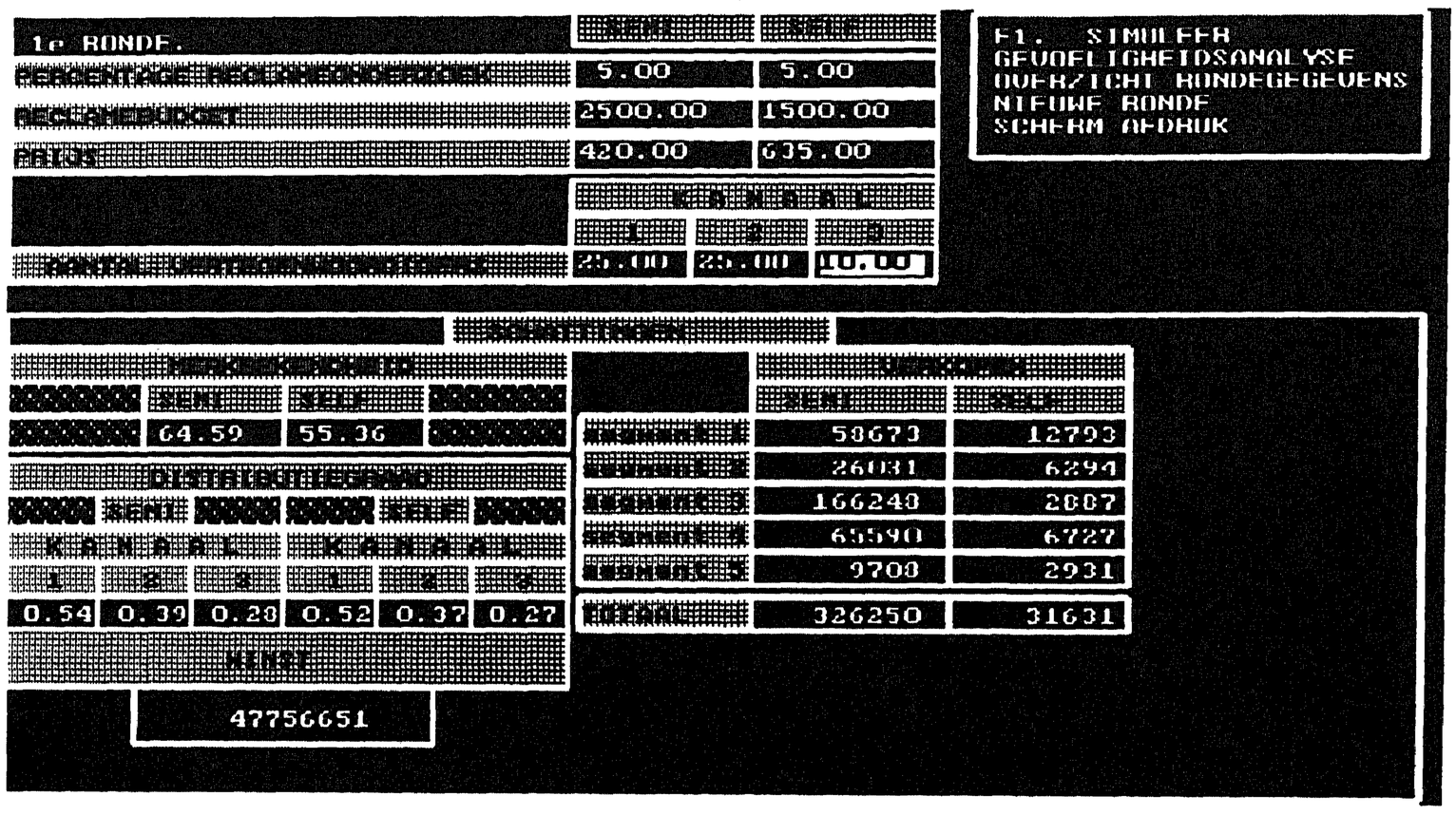
APPENDIX THREE

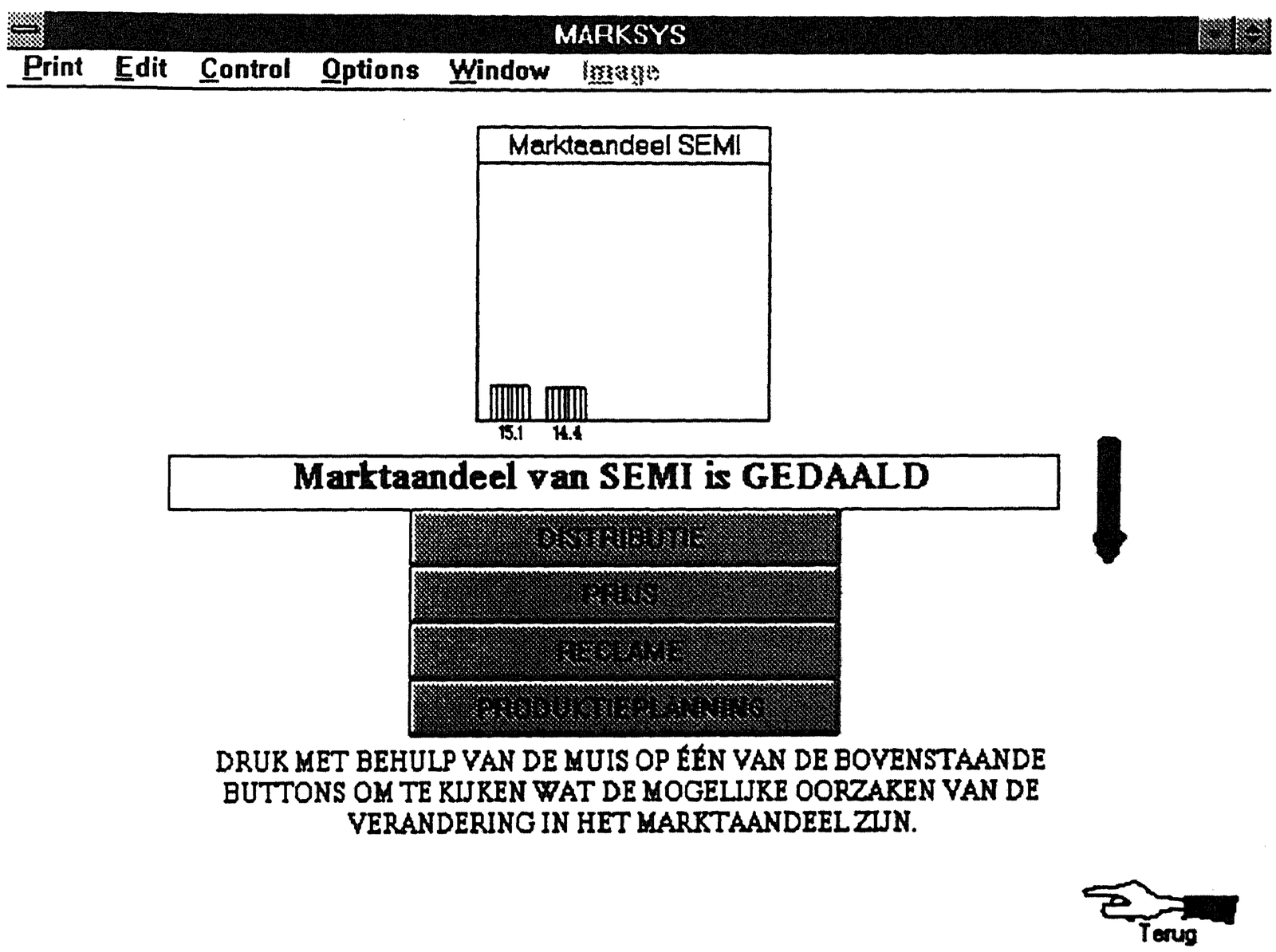
The Marketing Management Support Systems



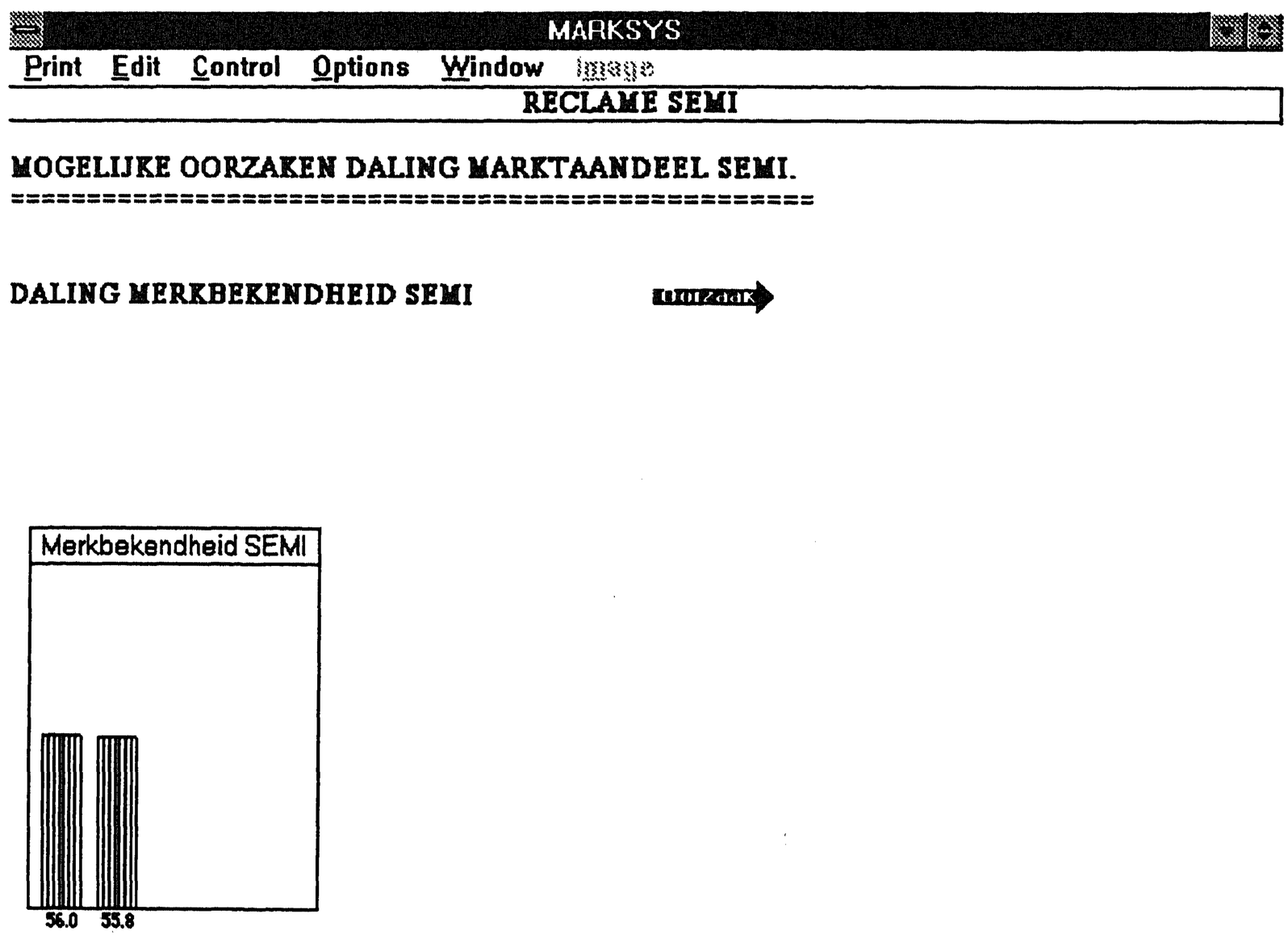
Beginning Screen of the Marketing Decision Support System



Simulation Screen of the Marketing Decision Support System



Screen of the Marketing Knowledge Based System



Screen of the Marketing Knowledge Based System